

AMENDMENT TO THE ABSTRACT:

Please amend the Abstract of Disclosure to read as follows:

--Web-based consumer product brand image communication network enabling a manufacturer's brand management team to create, deploy and install one or more server-side driven, Web-based multi-mode virtual kiosks (MMVKs) along the fabric of the World Wide Web (WWW), including the online and physical retail point of sale (POS). Each MMVK has (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and/or (iii) a consumer product information (CPI) display mode for displaying a set of consumer product brand information assets. The brand image communication network includes subsystems for programming each of these MMVK display modes. By virtue of the present invention, brand management teams can deliver to consumers with improved consistency, composite brand images for registered consumer products that are marketed by the manufacturer, and sold on a retailer's ecommerce Web site and/or in its physical stores.--